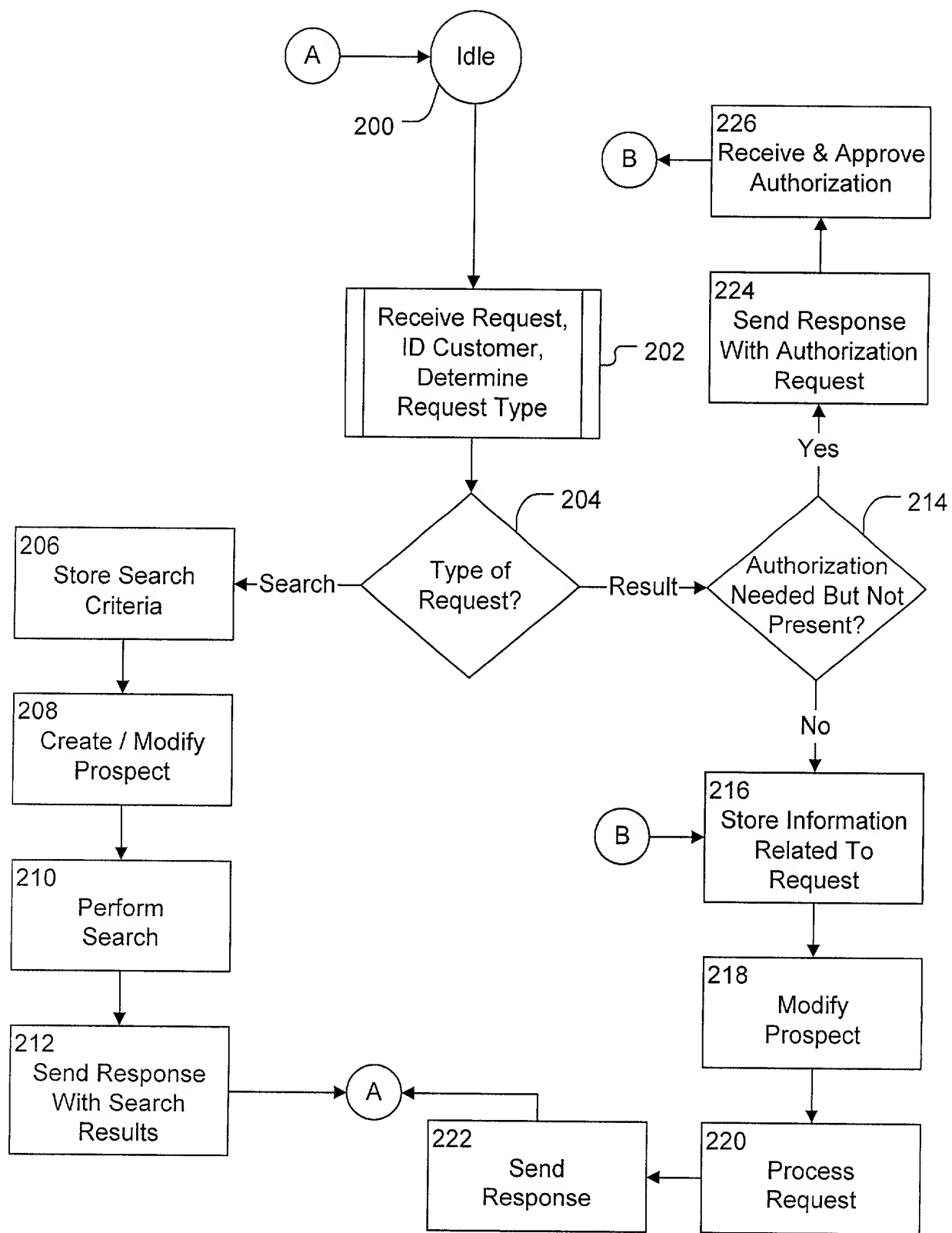
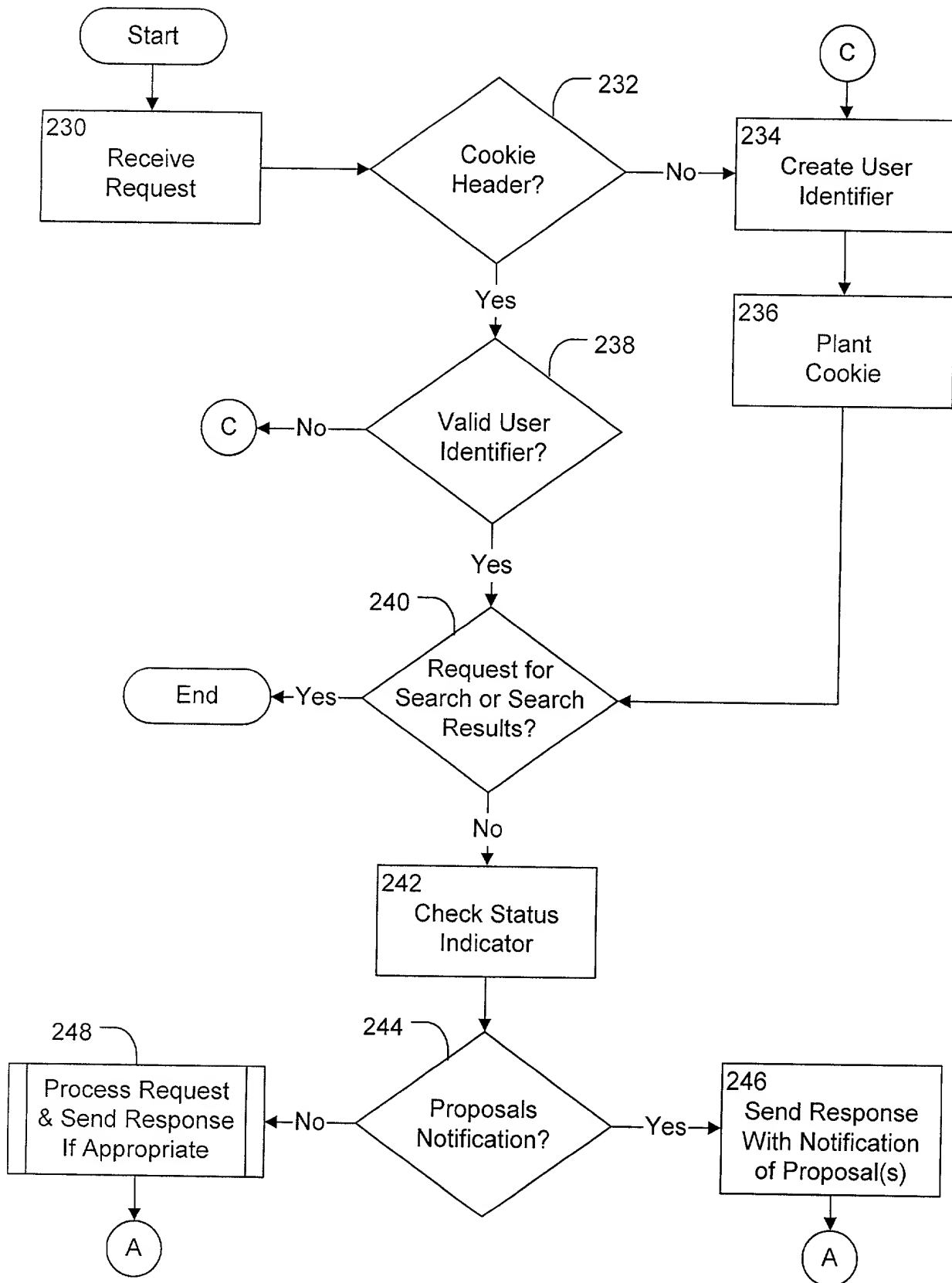


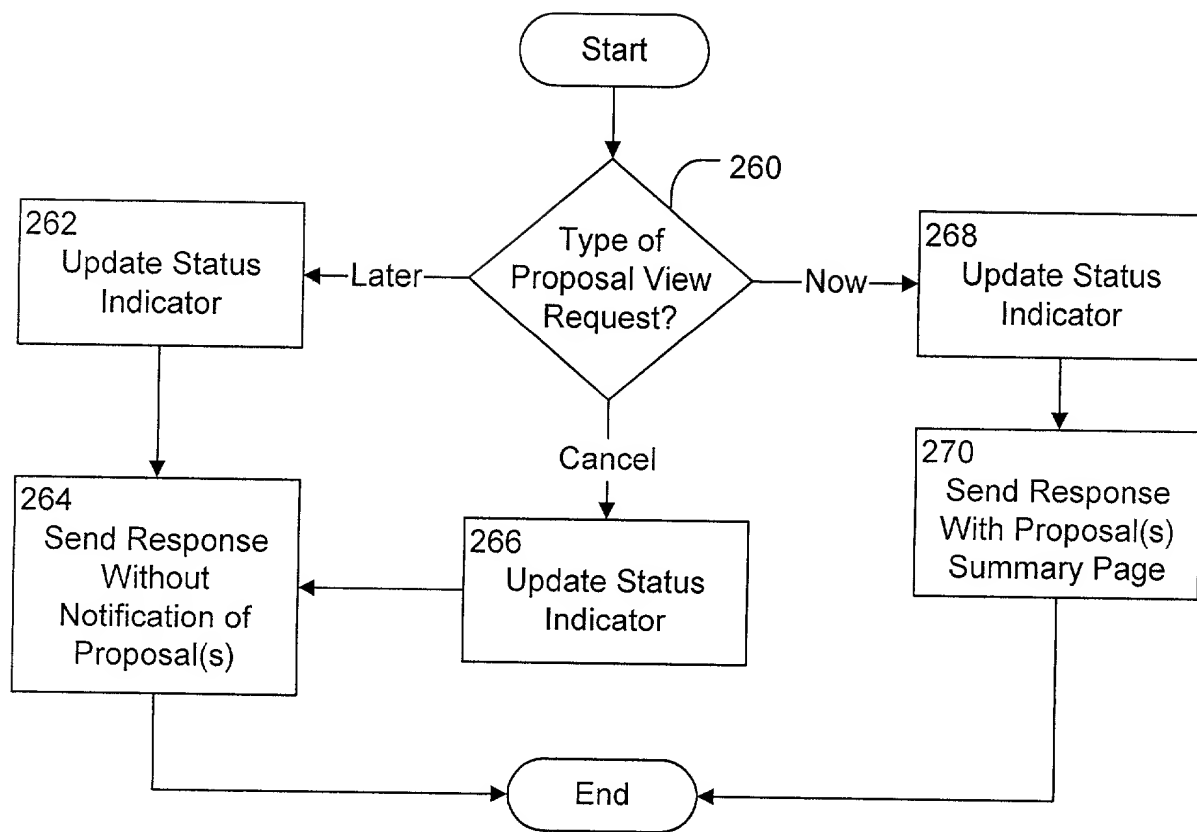
**Fig. 1**



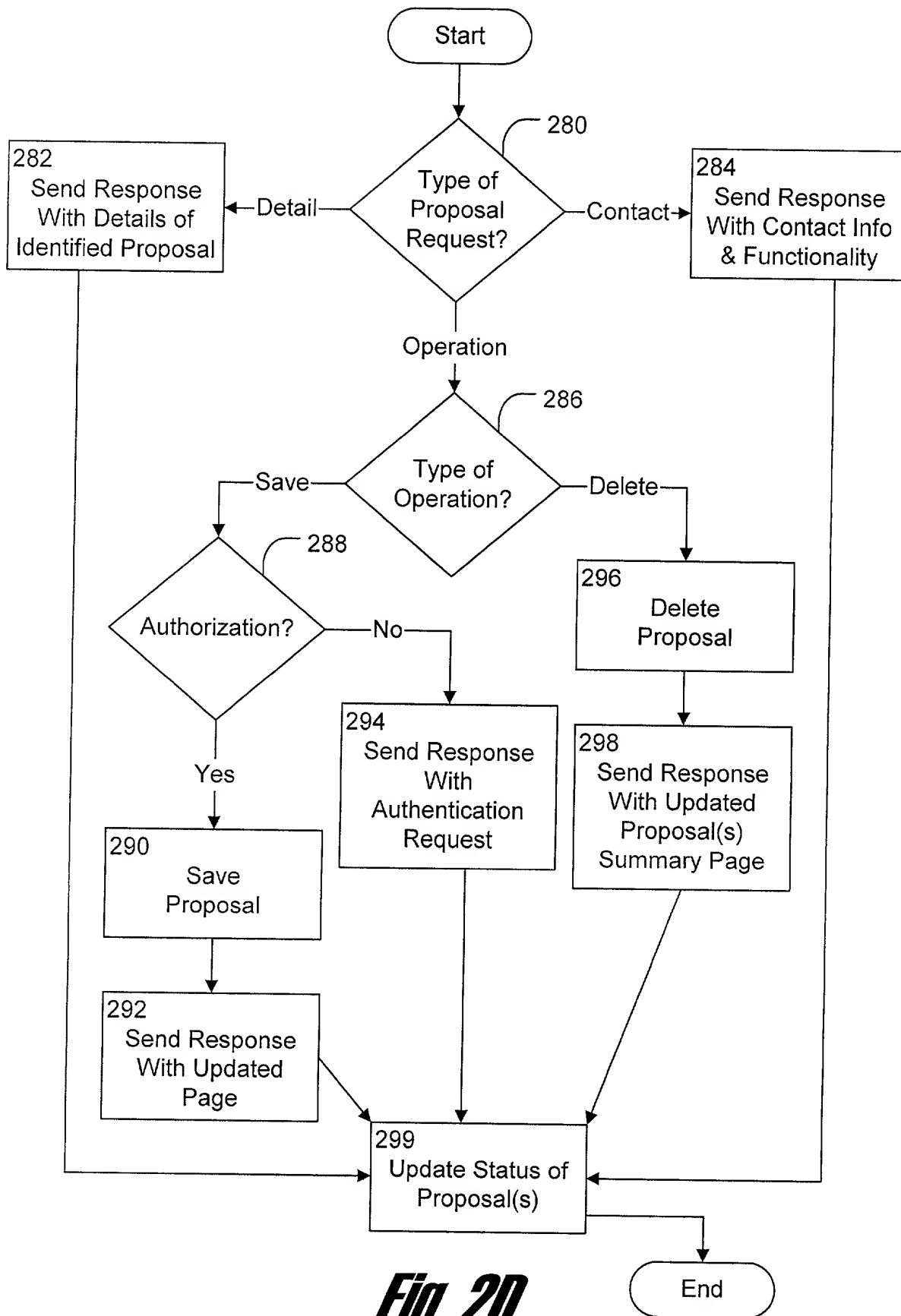
**Fig. 2A**



**Fig. 2B**



***Fig. 2C***



**Fig. 2D**

300

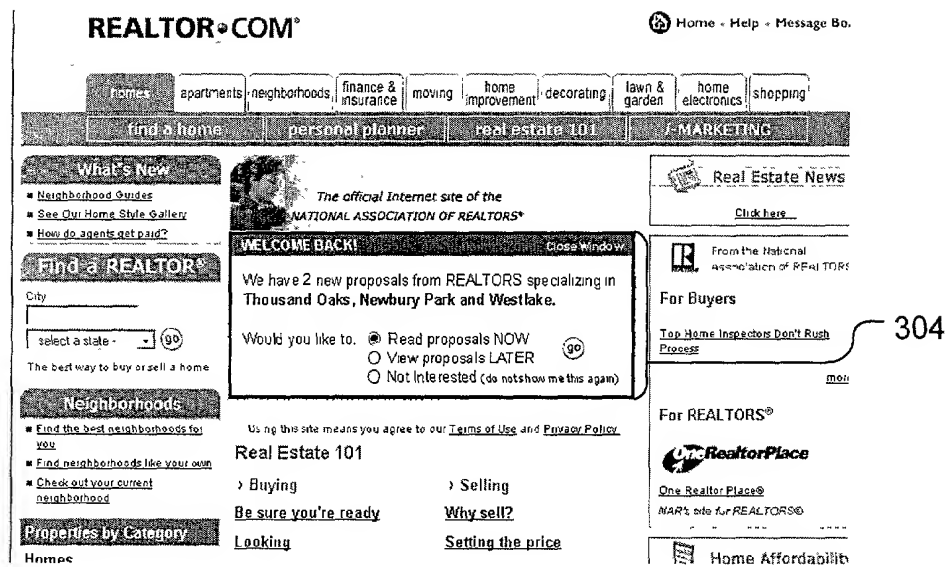


Fig. 3A

320

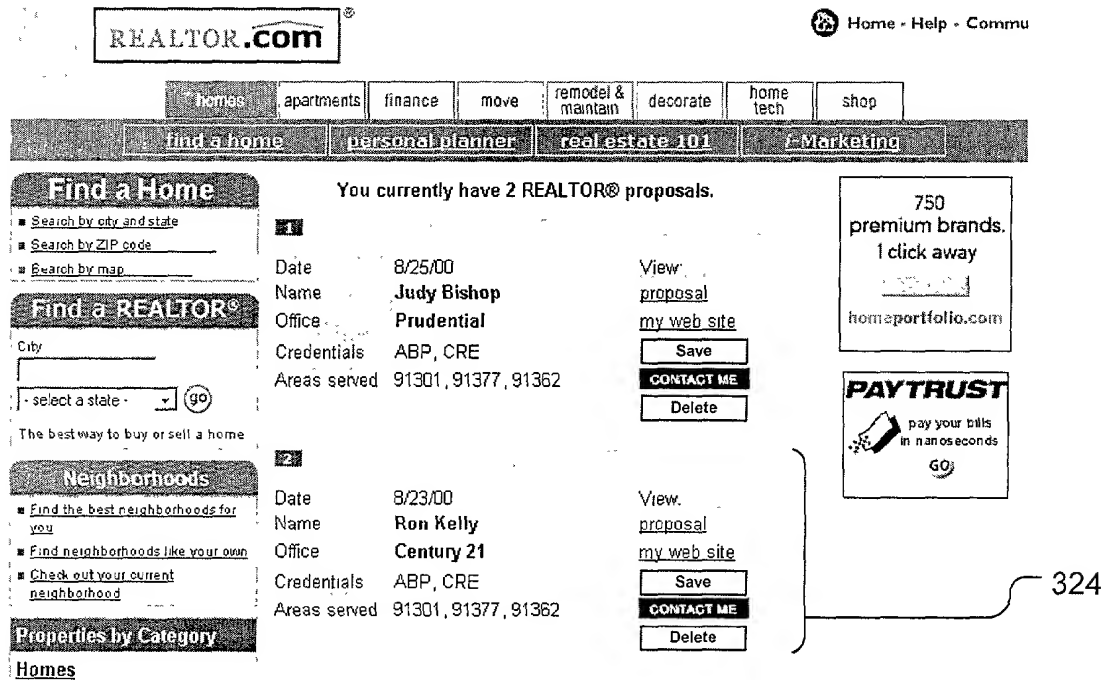


Fig. 3B


340

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find a home personal planner real estate 101 Marketing

**REALTOR Proposal**

 **JUDY BISHOP**  
Office (818) 879-9100  
Fax (818) 879-9191  
Email [Fern4RE@realtor.com](mailto:Fern4RE@realtor.com)

**Prudential Realty**  
12345 Main Street  
Santa Monica, CA 90405

 homeportfolio.com

[Visit my web site](#)

**I CAN HELP YOU FIND THE HOME OF YOUR DREAMS!**  
Let me help you find the three bedroom, two bathroom home you have been searching for. I have a fabulous home that just hit the market, and you can be the first to see it.

**MY NEIGHBORHOODS:** Thousand Oaks, Agoura Hills, Oak Park  
91360, 91301, 91377

**MY CREDENTIALS:** CRE, ABR

**LISTINGS FOR YOUR REVIEW.**

MLS ID	Current List Price	Beds	Baths	Square Footage	City/Area
<a href="#">C1725549</a>	\$149,000	3	2.5	1389	Winnetka
<a href="#">C1706203</a>	\$415,900	4	3	2,148	Newbury Park
<a href="#">C1720841</a>	\$509,900	4	2	2,144	Thousand Oaks

homes • new homes • apartments • finance & insurance • move • remodel & maintain • decorate • home tech • shop

[find a home](#) • [find a REALTOR®](#) • [myHome™](#) • [how to](#)

**Fig. 3C**

360

**Find a REALTOR®** [Close Window](#)

Email REALTOR®

To send an Email to the following REALTOR®, fill in the fields below and click **SEND IT**

\* required fields

From: Name \*   
E-mail \*

To: ART TURNER,

Subject:

I need:  ▼

Comments:

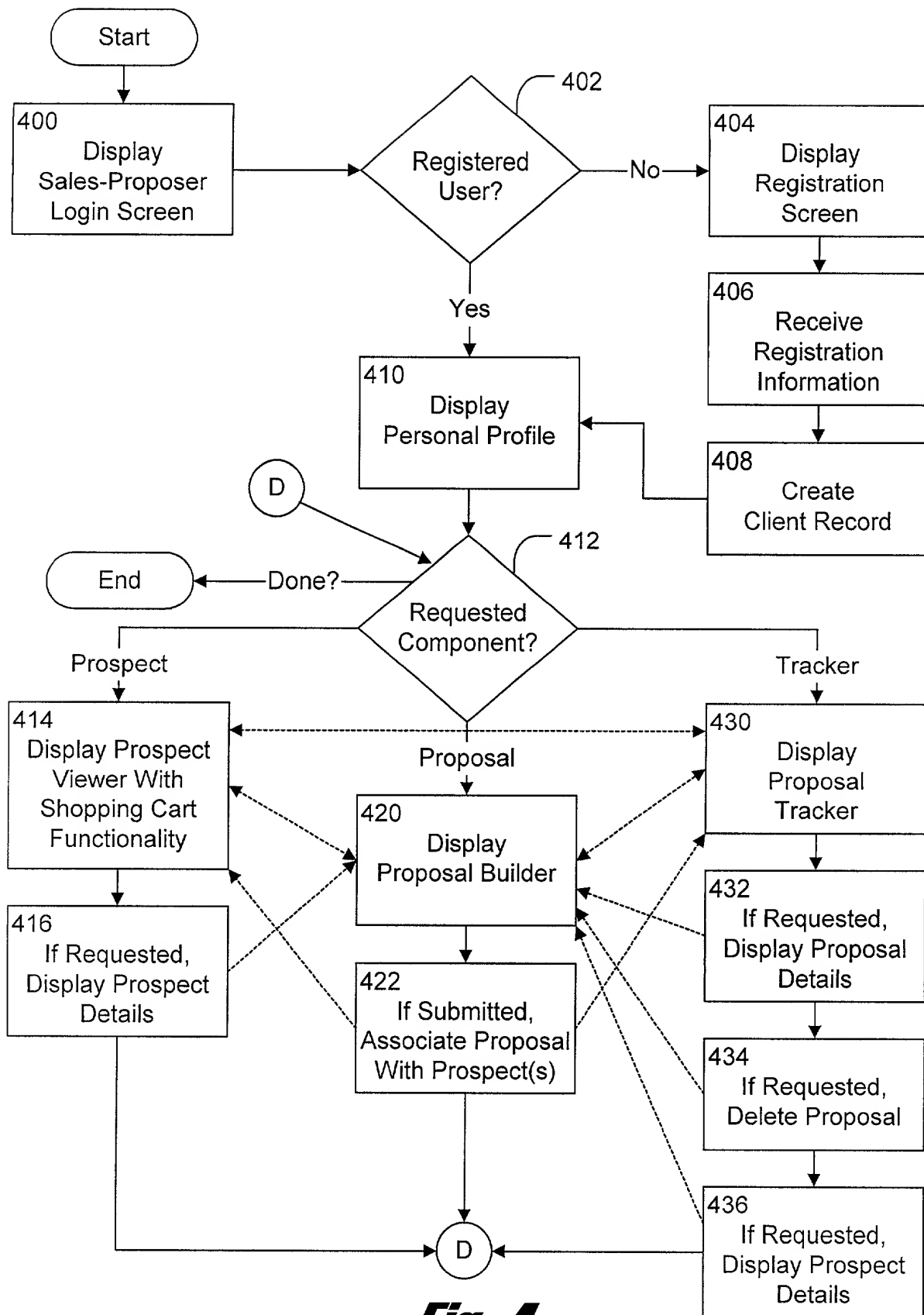
I need a response:  ▼

I prefer to be contacted by:  ▼ phone   
The best time to contact me is:  ▼ fax.

I plan to buy/sell within:  ▼ (optional)

☐ Send a copy of this message to me

**Fig. 3D**



**Fig. 4**



500



Agent Products	Office Products	Broker Solutions	Wireless Products
<div> <div> <b>My Account</b> <ul style="list-style-type: none"> <li>I'm an Agent</li> <li>I'm an Office</li> </ul> </div> <div> <b>Browse Categories</b> <ul style="list-style-type: none"> <li><b>Prospect Manager</b> <ul style="list-style-type: none"> <li>Proposal Tracker</li> <li>Prospect Viewer</li> <li>My Profile</li> <li>Edit i-LEAD™</li> <li>Voice Messages</li> <li>Headlines</li> <li>Property Descriptions</li> <li>Listing Photos</li> <li>Featured Homes</li> </ul> </li> </ul> </div> </div>			
<div> <div> </div> <div> <b>Prospect Manager</b> <p>The Prospect Manager allows you to.</p> <ul style="list-style-type: none"> <li>Review prospective clients from Realtor.com</li> <li>Build and send proposals to prospects</li> <li>Track the status of all sent proposals</li> </ul> <p><b>Please Login</b></p> <p>Indicate the location of your MLS</p> <p>Aberdeen <input type="text"/></p> <p>Account Type <input checked="" type="radio"/> Agent</p> <p>Enter your Agent # assigned by your MLS:</p> <p>Enter your Agent i-LEAD™ password</p> <p><input type="button" value="Go"/></p> </div> </div>			

**Fig. 5A**

My Account	My Profile																											
<input type="checkbox"/> I'm an Agent <input type="checkbox"/> I'm an Office	Agent ID 999000999000 MLS Albany, NY																											
<b>Browse Categories</b> <input checked="" type="checkbox"/> <b>Prospect Manager</b> <input type="checkbox"/> Proposal Tracker <input type="checkbox"/> Prospect Viewer <input type="checkbox"/> My Profile <input type="checkbox"/> Edit i-LEAD™ <input type="checkbox"/> Voice Messages <input type="checkbox"/> Headlines <input type="checkbox"/> Property Descriptions <input type="checkbox"/> Listing Photos <input type="checkbox"/> Featured Homes	<ul style="list-style-type: none"> <li>The profile contains static information about you and your services. It will be viewed by prospects as part of the proposal you send</li> <li>You will have the opportunity to include more customized information such as a personal message and relevant listings when creating a proposal</li> <li>Selecting your primary areas of business is required for matching prospects to you</li> </ul>																											
	<b>Required Information</b> <b>Area Selector</b> Please check the primary areas below in which you do business.																											
	<table border="0"> <tr> <td><input checked="" type="checkbox"/> Ballston</td> <td><input type="checkbox"/> Greenfield</td> <td><input type="checkbox"/> Rotterdam</td> </tr> <tr> <td><input type="checkbox"/> Day</td> <td><input type="checkbox"/> Middle Grove</td> <td><input type="checkbox"/> Scotia</td> </tr> <tr> <td><input type="checkbox"/> Delanson</td> <td><input type="checkbox"/> Niskayuna</td> <td><input type="checkbox"/> Stillwater</td> </tr> <tr> <td><input type="checkbox"/> Duaneburg</td> <td><input type="checkbox"/> Northumberland</td> <td><input checked="" type="checkbox"/> Waterford</td> </tr> <tr> <td><input type="checkbox"/> Edinburg</td> <td><input type="checkbox"/> Pattersonville</td> <td><input type="checkbox"/> West Charlton</td> </tr> <tr> <td><input type="checkbox"/> Esperance</td> <td><input type="checkbox"/> Porters Corners</td> <td><input type="checkbox"/> Wilton</td> </tr> <tr> <td><input type="checkbox"/> Galway</td> <td><input type="checkbox"/> Princetown</td> <td><input type="checkbox"/> Other Saratoga County</td> </tr> <tr> <td><input type="checkbox"/> Gansevoort</td> <td><input type="checkbox"/> Providence</td> <td><input type="checkbox"/> Other Schenectady County</td> </tr> <tr> <td><input type="checkbox"/> Glenville</td> <td><input checked="" type="checkbox"/> Rexford</td> <td><input type="checkbox"/> Other Areas</td> </tr> </table>	<input checked="" type="checkbox"/> Ballston	<input type="checkbox"/> Greenfield	<input type="checkbox"/> Rotterdam	<input type="checkbox"/> Day	<input type="checkbox"/> Middle Grove	<input type="checkbox"/> Scotia	<input type="checkbox"/> Delanson	<input type="checkbox"/> Niskayuna	<input type="checkbox"/> Stillwater	<input type="checkbox"/> Duaneburg	<input type="checkbox"/> Northumberland	<input checked="" type="checkbox"/> Waterford	<input type="checkbox"/> Edinburg	<input type="checkbox"/> Pattersonville	<input type="checkbox"/> West Charlton	<input type="checkbox"/> Esperance	<input type="checkbox"/> Porters Corners	<input type="checkbox"/> Wilton	<input type="checkbox"/> Galway	<input type="checkbox"/> Princetown	<input type="checkbox"/> Other Saratoga County	<input type="checkbox"/> Gansevoort	<input type="checkbox"/> Providence	<input type="checkbox"/> Other Schenectady County	<input type="checkbox"/> Glenville	<input checked="" type="checkbox"/> Rexford	<input type="checkbox"/> Other Areas
<input checked="" type="checkbox"/> Ballston	<input type="checkbox"/> Greenfield	<input type="checkbox"/> Rotterdam																										
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<input type="checkbox"/> Esperance	<input type="checkbox"/> Porters Corners	<input type="checkbox"/> Wilton																										
<input type="checkbox"/> Galway	<input type="checkbox"/> Princetown	<input type="checkbox"/> Other Saratoga County																										
<input type="checkbox"/> Gansevoort	<input type="checkbox"/> Providence	<input type="checkbox"/> Other Schenectady County																										
<input type="checkbox"/> Glenville	<input checked="" type="checkbox"/> Rexford	<input type="checkbox"/> Other Areas																										
	<b>Optional Information</b> The following information is optional. Only the areas you choose to fill out will be displayed to consumers																											
	<b>Contact Information (Optional)</b> Contact information is taken from your i-LEAD™ profile. Changes made here will not be reflected in your i-LEAD™ profile																											
	<table border="0"> <tr> <td>Name</td> <td>Judy Bishop</td> <td>Credentials</td> <td>CRE, ABR</td> </tr> <tr> <td>Email</td> <td>jbishop38@realtor.com</td> <td>Office Name</td> <td>Prudential Realty</td> </tr> <tr> <td>Cell #</td> <td>111-879-9191</td> <td>Office #</td> <td>111-666-5900</td> </tr> <tr> <td>Fax #</td> <td>111-879-9191</td> <td>Office Address</td> <td>54132 Main St. #100 Anywhere, USA 00405</td> </tr> </table>	Name	Judy Bishop	Credentials	CRE, ABR	Email	jbishop38@realtor.com	Office Name	Prudential Realty	Cell #	111-879-9191	Office #	111-666-5900	Fax #	111-879-9191	Office Address	54132 Main St. #100 Anywhere, USA 00405											
Name	Judy Bishop	Credentials	CRE, ABR																									
Email	jbishop38@realtor.com	Office Name	Prudential Realty																									
Cell #	111-879-9191	Office #	111-666-5900																									
Fax #	111-879-9191	Office Address	54132 Main St. #100 Anywhere, USA 00405																									
	<b>Experience (Optional)</b> <input type="checkbox"/> Total years in real estate. <input type="checkbox"/> Years working in the above neighborhoods <input type="checkbox"/> Number of current listings <input type="checkbox"/> Number of homes sold in 2000 <input type="checkbox"/> Number of homes sold in 1999 <input type="checkbox"/> Number of homes sold in 1998 <input type="checkbox"/> Please enter 3 school districts that you are extremely knowledgeable about																											
	<b>Other (Optional)</b> <input type="checkbox"/> Additional Language(s) <div> <input type="text" value="-Select-"/> <input type="text" value="-Select-"/> <input type="text" value="Other Language"/> </div> <input type="checkbox"/> I live in one of the neighborhoods I serve																											
	<input type="checkbox"/> Yes <input type="checkbox"/> No																											
	<input type="button" value="Submit"/>																											

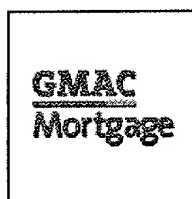
Fig. 5B

**My Account**

- I'm an Agent
- I'm an Office

**Browse Categories**

- Prospect Manager
  - Proposal Tracker
  - Prospect Viewer
  - My Profile
- Proposal Builder
  - Edit i-LEAD™
  - Voice Messages
  - Headlines
  - Property Descriptions
  - Listing Photos
  - Featured Homes



**Proposal Builder - Judy Bishop**

**Personal Message**

Customize the body of Personal Message

SAVE THIS MESSAGE    USE A SAVED MESSAGE

**Listings**

Please select listings that you would like to appear in your proposal

MLS ID	Area	List Price	Bd/Ba	Square Footage
<input type="checkbox"/> C2729542	Ballston	250,000	3/2	1,800
<input type="checkbox"/> C1725549	Clifton Park	350,000	3/2	2,200
<input type="checkbox"/> C1828546	Malta	200,000	2/1 75	1,300
<input type="checkbox"/> C3775543	Ballston Lake	225,000	3/2	1,500

**Properties | Service Specialties**

Choose up to 4 items that best describe your expertise that you would like to show to this prospect.

Select

Select

Select

Select

**Submit**

**Preview**

530

**Prospects**

**Power Prospector**  
Contact all prospects on this list with a single proposal.

Prospect ID	Date	Bd/Ba
0123456789	10/16/00	3/2
0123456789	10/17/00	3/2
0123456789	10/24/00	3/2

**CREATE PROPOSAL**

(When your list is complete)

**REMOVE ITEM    CLEAR LIST**

(Click an item to select.)

532

**Fig. 5C**

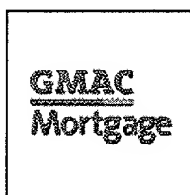
545

**My Account**

- [I'm an Agent](#)
- [I'm an Office](#)

**Browse Categories**

- Prospect Manager**
  - [Proposal Tracker](#)
  - Prospect Viewer**
  - [My Profile](#)
  - [Edit i-LEAD™](#)
  - [Voice Messages](#)
  - [Headlines](#)
  - [Property Descriptions](#)
  - [Listing Photos](#)
  - [Featured Homes](#)



### Prospect Viewer

- Click on Prospect ID to view prospect details.
- Click on the "Reply" button to send an individual response
- To send multiple prospects the same proposal click the Checkbox to add that prospect to your Power Prospector list.
- Number of proposals a prospect can receive is limited

1,563 prospects found.

[Help](#)

Prospect ID	Last Visit	Frequently Searched Areas	Bd/Ba	Max Price	Avail. Replies	Reply	Add
<a href="#">0123456789</a>	12/12	Ballston, Ballston Lake	4/2	400,000	1	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0321854987</a>	12/03	Ballston Spa, Clifton Park, Half	3/2	350,000	3	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0234567891</a>	11/30	Rexford, Round Lake	4/2	500,000	4	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0345678912</a>	11/30	Ballston Spa, Clifton Park, Half	3/2	350,000	2	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0456789123</a>	11/30	Ballston, Ballston Lake	2/1	200,000	2	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0567891234</a>	11/30	Rexford, Round Lake, Saratoga	3/2	350,000	4	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0678912345</a>	11/30	Ballston Spa, Clifton Park, Half	3/2	350,000	3	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0789123456</a>	11/30	Rexford, Saratoga Springs,	3/2	250,000	5	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">089123456</a>	11/30	Ballston, Ballston Lake	4/3	500,000	4	<a href="#">REPLY</a>	<input type="checkbox"/>
<a href="#">0912345678</a>	11/30	Round Lake, Saratoga Springs,	3/2	350,000	2	<a href="#">REPLY</a>	<input type="checkbox"/>

Pages: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

[Next page >>](#)

547

**Fig. 5D**

560

**My Account**

- [I'm an Agent](#)
- [I'm an Officer](#)

**Browse Categories**

- Prospect Manager**
  - [Proposal Tracker](#)
  - [Prospect Viewer](#)
  - [My Profile](#)
- [Edit i-LEAD™](#)
- [Voice Message](#)
- [Headlines](#)
- [Property Descriptions](#)
- [Listing Photos](#)
- [Featured Homes](#)

**Ad Space**  
125x125

**Prospect Details****Prospect ID:**

Prospect search history reflects search patterns over a period of 60 days.

Search Dates	Max Price	Freq.
08/09/00	no limit	1
08/03/00	300,000	2
07/04/00	325,000	6
06/30/00		
06/18/00		

Area	Freq.	Type of Property	Freq.
Moorpark	5	Single Family	9
Thousand Oaks	4	Townhouse	3
Agoura Hills	2		
Simi Valley	2		

Min Beds	Freq.	Min Baths	Freq.
2	2	1	2
3	9	2	9

**Saved Homes**

99055625  
98325661  
56123874

**Features**

central air  
fireplace  
swimming pool  
tile floors  
laundry room

**Square Footage**

1600	2150	2300
1800	2200	
2100	2250	

**Entry Point**

Prudential

[Create Proposal](#)

562

**Fig. 5E**

575

**My Account**

[I'm an Agent](#)

[I'm an Office](#)

**Browse Categories**

**Prospect Manager**

**Proposal Tracker**

[Prospect Viewer](#)

[My Profile](#)

[Edit i-LEAD™](#)

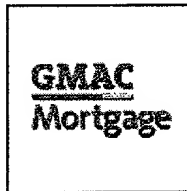
[Voice Messages](#)

[Headlines](#)

[Property Descriptions](#)

[Listing Photos](#)

[Featured Homes](#)



### Prospect Tracker\*

- Click on Prospect ID to view details
- Click on Proposal Number to view your proposal
- Click on "Delete" to permanently remove a proposal from your tracking list.

[Help](#)

Prospect ID	Date	Proposal No.	Status	Contact	
<a href="#">0123456789</a>	10/18/00	<a href="#">102</a>	waiting for review	email	<a href="#">DELETE</a>
<a href="#">0321654987</a>	10/17/00	<a href="#">107</a>	reviewed and saved	email	<a href="#">DELETE</a>
<a href="#">0234567891</a>	10/24/00	<a href="#">110</a>	waiting for review		<a href="#">DELETE</a>
<a href="#">0345678912</a>	10/24/00	<a href="#">153</a>	deleted without review	email	<a href="#">DELETE</a>
<a href="#">0456789123</a>	10/26/00	<a href="#">167</a>	reviewed and saved		<a href="#">DELETE</a>
<a href="#">0567891234</a>	10/27/00	<a href="#">182</a>	deleted without review	email	<a href="#">DELETE</a>
<a href="#">0678912345</a>	10/30/00	<a href="#">190</a>	waiting for review		<a href="#">DELETE</a>
<a href="#">0789123456</a>	11/1/00	<a href="#">192</a>	deleted without review		<a href="#">DELETE</a>
<a href="#">089123456</a>	11/2/00	<a href="#">197</a>	waiting for review		<a href="#">DELETE</a>
<a href="#">0912345678</a>	11/2/00	<a href="#">200</a>	reviewed and saved	email	<a href="#">DELETE</a>

Pages: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next page >>](#)

\* Proposals over 30 days old are automatically deleted from your list

**Fig. 5F**